

2 2 - 2 4 O C T O B E R

# TRIGGON

*Ventiseis*

S P O N S O R S H I P D E C K

# A grey cloud is hanging over the tech industry.

Artificial intelligence allows us to take computing to places that seemed impossible only a short time ago, but it has also created far too much noise.

Too many self-interested headlines are pushing companies to overreact and making professionals constantly wonder whether their job will still exist next year.

TRG wants to be an antidote to that negativity. A place to separate signal from noise. An event where attendees can hear first-hand, real-world, practical experiences that help them take advantage of this new paradigm instead of fearing it.




# What is TRG CON



An event about technology and business, created by and for the Community, with one single goal: to build **the technical conference we had always wished we could attend.**

A learning space and a meeting point where **the quality of the talks is just as important as building relationships—relationships that add value and last over time**, among attendees, speakers, and sponsors.

After 10 editions, TRGCON has become a **flagship event** for the Spanish technology ecosystem.





AUDITORIUM, WITH PROFESSIONAL AUDIOVISUAL PRODUCTION



#TRG23

TODO  
ES  
POSIBLE #TRG23

TODO  
ES  
POSIBLE

- leis
- paran SNGULAR VE
- Stackcube devengo
- doit iverger
- \*540 eventbrite

Q&A SESSIONS, RUN LIKE A LATE-NIGHT SHOW



**SPONSOR STAND AREA, DURING A COFFEE BREAK**



TOP-QUALITY FOOD, COOKED ON-SITE



100% OF TICKETS SOLD IN EVERY EDITION

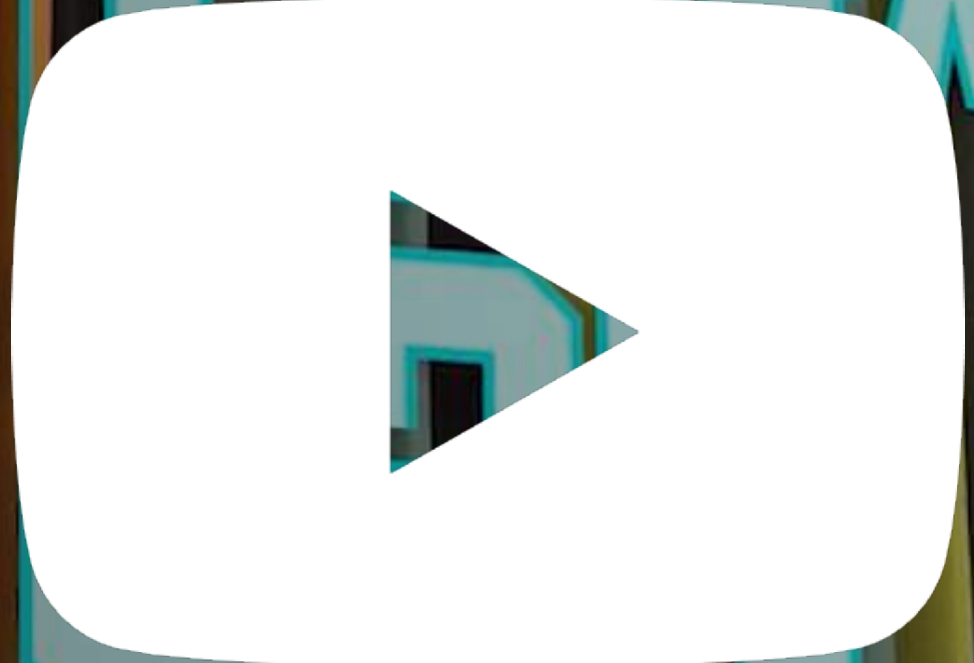
#TRG24



OPEN DAY WITH ACTIVITIES FOR THE WHOLE FAMILY



LIVE MUSIC



2025 EDITION RECAP VIDEO / <https://vimeo.com/trgcon/trgx-resumen>

TRG26 will welcome around **1,000 attendees**, including the general audience, guests, speakers, sponsors, and organizers.

The entire event will take place at **La Nave (Madrid)**, a modern, functional space with convenient access.

It will run for **3 days**, from Thursday 22 to Saturday 24 October 2026, with Friday 23 as the main conference day.

Sponsors will have a **dedicated stand area and VIP tickets** for employees and clients.

Featuring **an agenda around AI** and a visual identity based on the iconic TV series **Miami Vice**, TRG26 will combine the traditional tech conference content with the pace of a late-night show.



# What to expect

# TRGCON

*Ventisets*





# Format

TRG26 will run over **3 activity-packed days with sponsorships fully integrated into the event experience in order to multiply their value.**

The main conference will be complemented by an afternoon of networking and hands-on workshops on Thursday, and an open Community Day on Saturday, with activities designed to bring everyone closer to computing — kids included.



THURSDAY

22

OCTOBER

WORKSHOPS

NETWORKING

LIVE PODCAST

FRIDAY

23

OCTOBER

CONFERENCE

+

PARTY

SATURDAY

24

OCTOBER

COMMUNITY DAY

AI WITHOUT PANIC

AI WITHOUT NOISE

**AI WITHOUT FEAR**



**WHY SPONSOR TRG?**

# Value

TRG gives you the opportunity to **connect with hundreds of senior professionals and companies** in a relaxed, friendly environment.

You will be able to **showcase your products and services** without rushing the conversation. Are you doing something interesting with AI? TRG will make sure the rest of the world hears about it.

You can **tailor your sponsorship** to maximize your goals, integrating it naturally into the event and creating value both for attendees and your organization.





# SNGULAR

# More than sponsors

The **stand area** will be the hub of all scheduled activities beyond the talks.

You will be able to purchase **additional ticket packs for employees and VIP passes for your guests**, with great discounts, all on a single invoice.

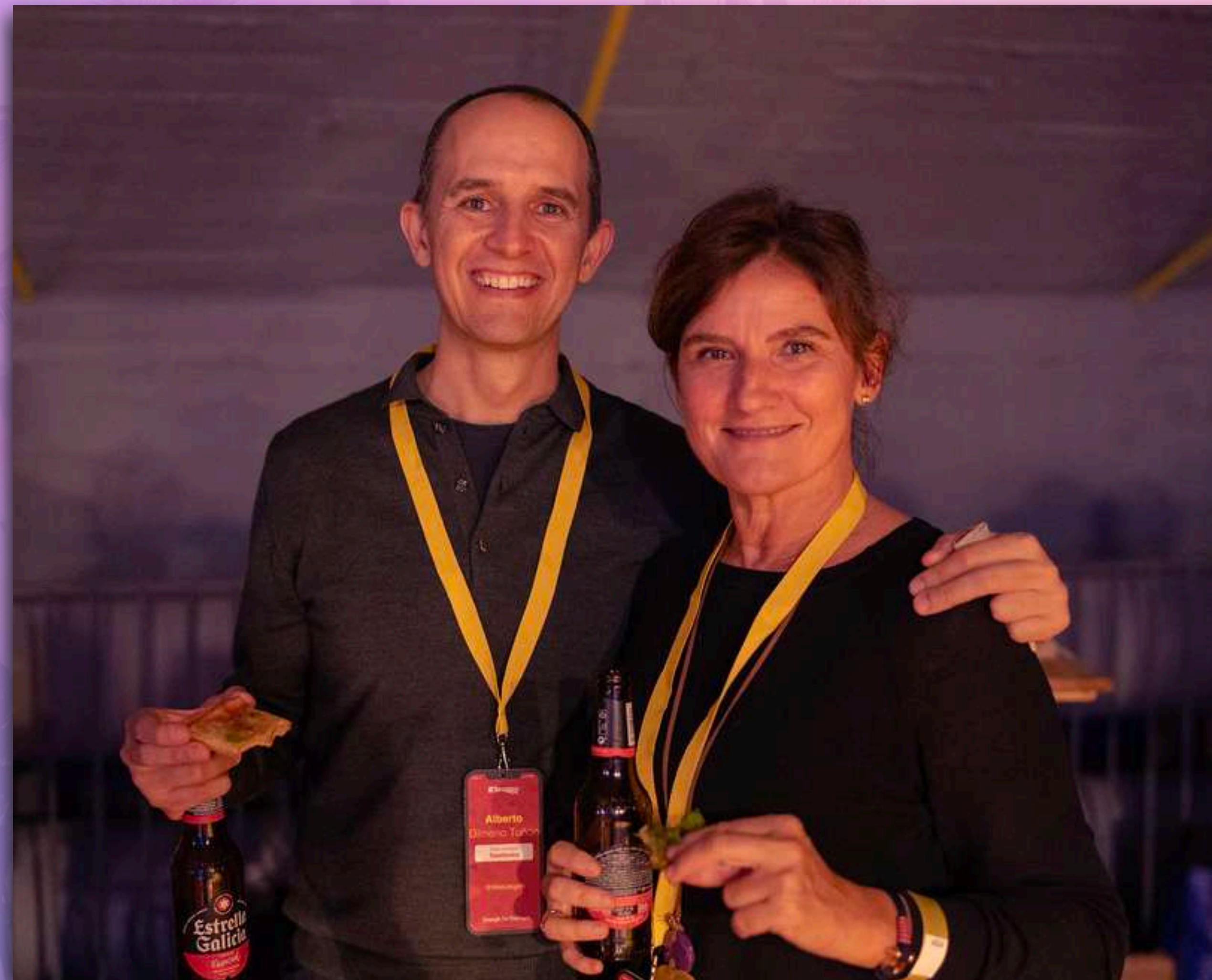
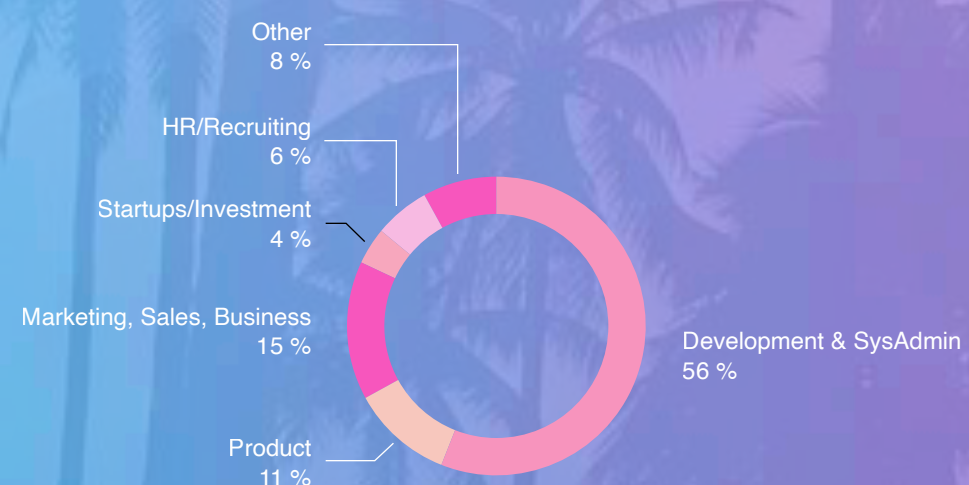
You will receive the schedule in advance, including networking activities and high-impact social media content, so **you can adapt your sponsorship and maximize its impact.**

# Audience

TRG brings together **close to 1,000 senior professionals from the technology industry** — CEOs, CTOs, VCs, developers, designers, marketers — with an average of over 10 years of experience.

For sponsors, this means privileged access to **managers and decision-makers from dozens of companies.**

- ▶ Total attendees: c. 1,000
- ▶ Age range: 35-44 years old
- ▶ Nationality: 85-90% Spanish
- ▶ Strong social media presence
- ▶ Influence over purchasing decisions





# Impact

TRG's reach is amplified through streaming and the distribution of its content across social media.

Thanks to the relevance and seniority of its attendees, TRG consistently achieves a stronger online impact than much larger events and conferences.

This was the **impact of the 2025 edition:**

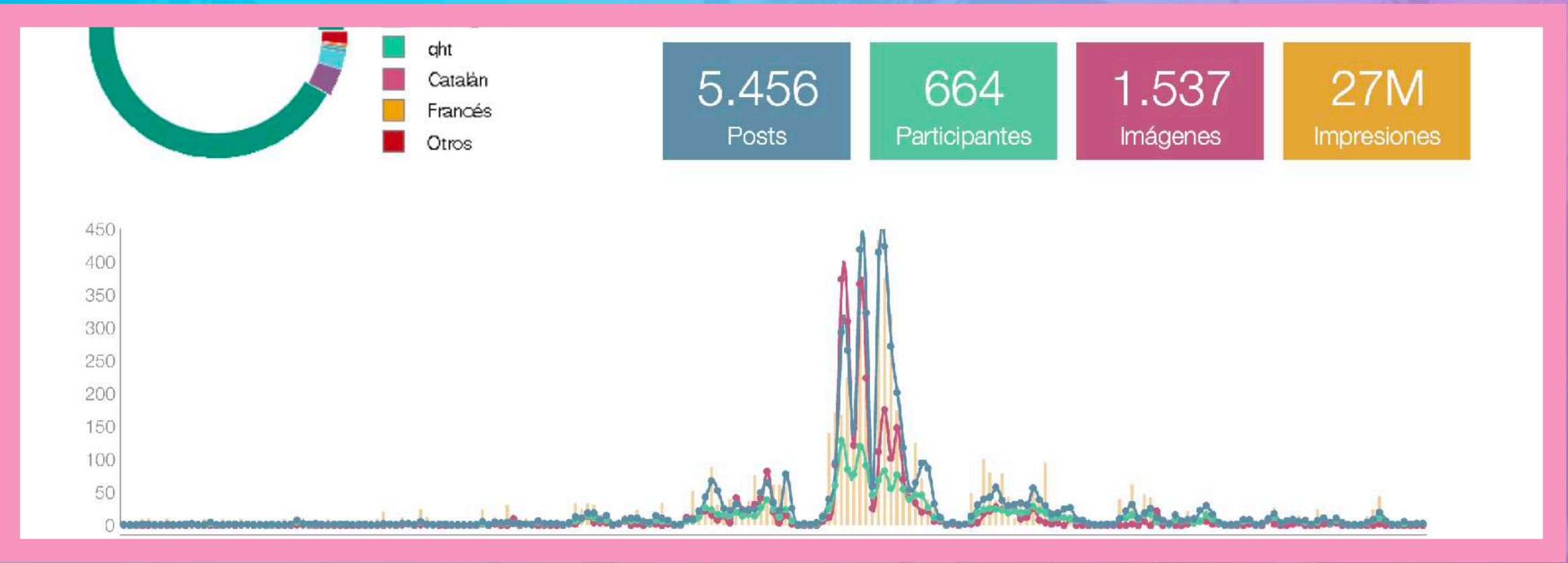
- ▶ More than 27 million impressions across X, Instagram, and LinkedIn
- ▶ 5,500 posts and tweets, including 1,500 images
- ▶ National Trending Topic for 2 days

X Trending topics

Columns

Lugar	País	Tipo	Comienzo	Fin	Duración
Madrid	España	Ciudad	23 oct 2025 18:20	24 oct 2025 17:40	2h 20m
Barcelona	España	Ciudad	23 oct 2025 20:45	24 oct 2025 17:40	2h
Valencia	España	Ciudad	23 oct 2025 20:45	24 oct 2025 16:40	1h 55m
Bilbao	España	Ciudad	23 oct 2025 20:45	24 oct 2025 16:40	1h 50m
Las Palmas	España	Ciudad	24 oct 2025 10:10	24 oct 2025 15:25	1h 40m
Murcia	España	Ciudad	23 oct 2025 20:45	24 oct 2025 15:55	1h 30m
Zaragoza	España	Ciudad	23 oct 2025 20:30	24 oct 2025 16:55	1h 25m
Palma	España	Ciudad	23 oct 2025 20:40	24 oct 2025 16:50	1h 20m
Seville	España	Ciudad	23 oct 2025 20:40	24 oct 2025 16:35	1h 15m
Málaga	España	Ciudad	23 oct 2025 20:25	24 oct 2025 16:50	55m

Trending Topic on X



Online impact audited by Metricool.



AUDIOVISUAL PRODUCTION AND MANAGEMENT ROOM

# How to configure your sponsorship

1

Choose your sponsorship package

2

Customize it with Power Ups\*

\*Priority booking for Partner and Host Sponsor Packages

3

Add your optional Add-ons

4

Contact us to finalize all the details

# Sponsorship Packages

# 1

## CONTRIBUTOR

€2,500

Designed **for professionals and organizations that want to access and connect with the ecosystem** around TRG, securing their attendance at all event activities, including the Speakers and Sponsors Dinner.

## PARTNER

€6,500

TRG's standard sponsorship. Designed **for companies that want to showcase their products or services** to event attendees and also benefit from tools that help them build valuable relationships.

## HOST

€20,000

Designed **for companies that want to achieve a MAJOR impact** on the digital Community — even beyond the event itself — to announce a new product or service, a rebrand, or a strategic shift.

**SOLD OUT**

# Sponsorship Packages



# 1

## CONTRIBUTOR

€2,500

- ▶ Small logo on the website
- ▶ Mention during the Keynote
- ▶ 1 VIP ticket (access to the speaker dinner, party, Community Day, etc.)
- ▶ Option to include an item in the welcome bag, either digital or physical (+€1,000 additional fee, plus the cost of the *goodie*)
- ▶ Option to purchase add-ons and Power Ups (PARTNERS and the Host Sponsor will have priority selection)

## PARTNER

€6,500

- ▶ Medium logo on the website
- ▶ Medium logo on signage
- ▶ Mailing to all attendees
- ▶ Mention during the Keynote
- ▶ **Option to set up a stand** (up to 3m wide) in the coffee area + **2 stand passes**
- ▶ **Presence at Community Day**
- ▶ **2 VIP tickets** (access to the speaker dinner, party, Community Day, etc.) + **5 invitations** (clients, employees) **to the end-of-event party** on Friday
- ▶ Option to include an item in the welcome bag (digital or physical) with no additional cost beyond the *goodie* itself
- ▶ **1 JOB POST ADD-ON INCLUDED:** announce a job opening on the digital signage screens distributed throughout the venue

## HOST

€20,000

- ▶ Limited to a single sponsor
- ▶ Sponsor logo placed alongside the TRG logo on the website and signage
- ▶ Logo on attendee badges
- ▶ Logo on the event T-shirt
- ▶ Mailing to all attendees
- ▶ **Presence on the event stage**
- ▶ Option to set up a stand (up to 5m wide) in the coffee area + 4 stand passes
- ▶ Presence at Community Day
- ▶ **4 VIP tickets** (access to the speaker dinner, party, Community Day, etc.) + **10 invitations** (clients, employees) **to the end-of-event party** on Friday
- ▶ Option to include an item in the welcome bag (digital or physical) with no additional cost beyond the *goodie* itself
- ▶ 1 JOB POST ADD-ON INCLUDED
- ▶ **1 DEAL BOOST ADD-ON INCLUDED:** announce promotions on the digital signage screens throughout the venue and on the auditorium screen during breaks

**SOLD OUT**

# Power Ups

Sponsors can purchase Power Ups, sponsorship extensions that complement their package and make it unique, **allowing the sponsor to exclusively own a specific area or activity of the event.**

Sponsors can choose the Power Ups that best fit their sponsorship strategy. They are assigned strictly on a FIFO basis: first-come, first-served.

**ROCK BAND**

**RAFFLE**

**TARUGO DNA**

**SPECIAL CARD \***

**MICROPHONES**

**COFFEE**

**SOCIAL DASHBOARD**

**TRG CARD GAME**

**COMMUNITY DAY**

**PULPEIRADA**

**PARTY**

**FRISBEE-TENNIS STADIUM**

**MAKING-OF**

**TESTAROSSA**

**THURSDAY SHOW**

**DANCE CAM**

**WI-FI NAME**

**WORKSHOP \***

\*Power Up available to more than one Partner

# Power Ups

## ROCK BAND

€2,000

At TRG, speakers enter the stage accompanied by live music, just like in any *late-night show*. The band, located on the left side of the stage, will feature your brand **on the drums and on their t-shirts**.



## WORKSHOP\*

€1,000 to €1,750

A great opportunity, especially for companies offering consulting or training services. You will be able to **invite between 16 and 75 top attendees to an exclusive, in-person workshop led by your team**. And, if you record it, we will send it to the rest of the audience afterwards.



\*Power Up available to more than one Partner

## TARUGO DNA

€1,750

**One of the most crowded spots in every edition.** A board of biblical proportions where the "DNA" of the Community is visually recorded — **with your brand present and visible at all times**.

A guaranteed way to keep your stand packed.



# Power Ups



## COFFEE BREAK

€1,500

You will be able to brand the coffee area where the morning and afternoon breaks take place.

And, if you like, you will have the perfect excuse to introduce yourself to attendees, put on a barista apron and help us serve them :)



## PULPEIRADA

€1,750

The event's culinary signature — a meal based on *pulpo a feira*, in quantities fit for a wedding — **will be associated with your brand** in attendees' memories. You will be able to theme the lunch experience and, **if you wish, become part of the serving crew** to interact with attendees.



## PARTY

€1,500

The grand finale of an intense day, featuring live music.

**You will be able to exclusively theme the entire party venue** and invite up to 20 clients, employees, and/or guests.



# Power Ups

## SOCIAL DASHBOARD

€1,500

The event will feature several screens showing real-time social rankings (attendee with the most tweets, tweet with the most likes, and so on). Leaderboard winners will receive prizes and gifts.

**Your brand will be featured across the rankings and the award ceremony!**



## RAFFLE

€1,500

We will use the famous "Jerocleta", branded with your logo, to raffle something awesome among everyone who posts a tweet with the event hashtag, #TRG26.

**You will go up on stage to present the prize to the winner!**



## THURSDAY SHOW

€1,500

On Thursday, we will host a live radio-podcast show.

**Your brand will be associated with the live show, and you will go on stage to introduce it and yourselves. A perfect opportunity to showcase your product or service to the audience.**



# Power Ups



## TRG CARD GAME

€1,750

TRG will produce a "Pokémon-style" card game that will be given to every attendee.

Your logo will be on the box that everyone will take home, and you will present the game during the event.



## CUSTOM CARD \*

€500

We will design an exclusive card featuring your brand and provide you with 200 units.

Asking you for one to complete the collection will be as good an excuse as any for people to visit your stand.



\*Power Up that can be purchased by more than one Partner

## MAKING-OF

€1,500

We will produce a feature report, presented by your brand about everything that happens behind the scenes and can be seen during the event.

You can check out last year's edition [here](#).



**SOLD OUT**

# Power Ups



## COMMUNITY DAY

€1,500

Your brand will be associated with the name of Saturday's open day for families, friends, and the general public.

You will have stage presence during the day and will be able to invite up to 30 people to enjoy all the activities.



## FRISBEE-TENNIS STADIUM

€2,000

We will build a stadium named after your company (e.g., YourCompany Coliseum or YourCompany Stadium) next to your stand, available throughout the event so attendees can relax.

Plus, on Saturday we will host a tournament with commentators and trophies.



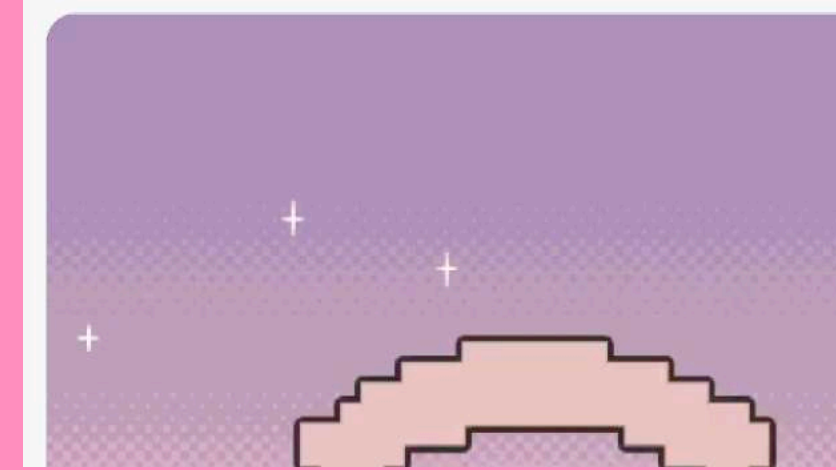
## WI-FI NAME

€1,000

The event Wi-Fi network will carry your company name, and the password will be a term related to your brand.

We will repeat it several times during the event, it will be posted on social media, and it will appear in communications and signage.

TRGCON @tarugoconf · 25 oct. 2019  
Gracias a @StackScale\_ES, el cloud privado que nunca te da problemas. ¡También gracias a @tarug@s podéis conectaros a la WiFi 'Stackscale' ¡Tenéis que ponerlo en los cartelitos por toda la #tarugo4!



# Power Ups



## MICROPHONES

€1,000

We will have two cube microphones that attendees will throw to each other during the Q&A.

Your brand will be visible on the foam covers and will appear again and again live, as well as in every photo and video.

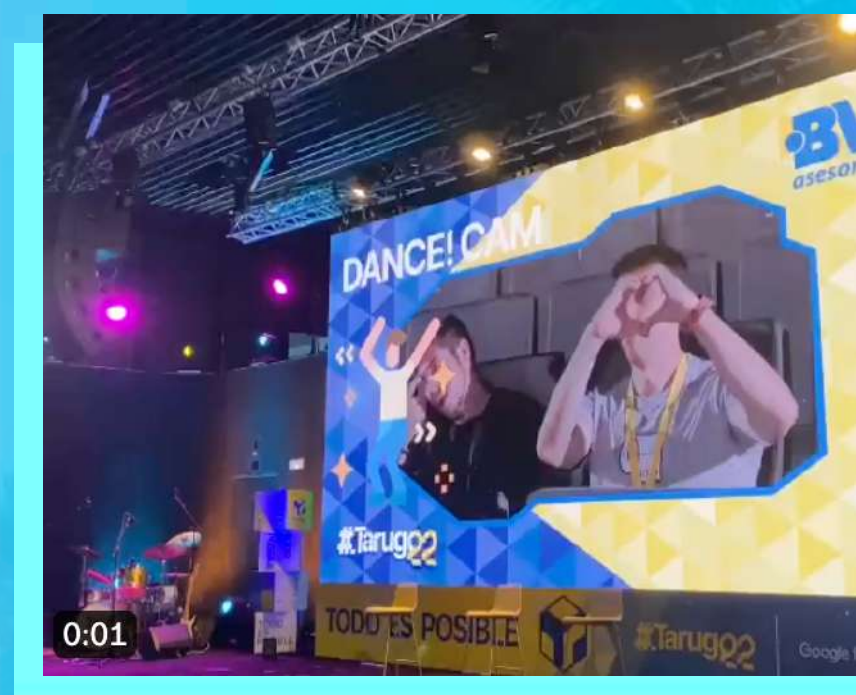


## DANCE CAM

€1,500

In the style of American sports events, TRG breaks will be livened up by a "dance cam" focusing on attendees.

Your branding will be shown throughout the warm-up at the start of each content block.



## TESTAROSSA

Let's talk

In the 2024 edition, inspired by "Back to the Future", we got hold of a DeLorean. In 2026, with our "Miami Vice"-inspired aesthetic, we will rent the iconic white Ferrari Testarossa.

The car and the surrounding space will feature your branding, and your VIP guests will experience it (with a qualified driver).



# CUSTOM POWER UP

€X,XXX



Would you like to have **Joaquín Reyes** dressed up as **Steve Jobs** at your stand? **OBK** performing at the party? A white **Testarossa**?

Let's talk.

As long as it brings value to attendees, we can look into it. Remember that TRG's motto is "**EVERYTHING IS POSSIBLE**".

# ADD-ONS

## Optional extras for sponsorship packages

### JOB POST

**+ €300 / position**

Posting a job offer both on the TRG X account — 4 tweets — and on the conference's digital job board.

### DEAL BOOST

**+ €500 / promo**

Advertising a special promotion for your products or services on the event's digital screens and in the auditorium during breaks.

### EXTRA STAND PASS

**+ €100 / pass**

*(subject to availability)*

If the passes included in your sponsorship package are not enough to staff your stand, you can purchase more, with access to catering and the event party, like any other attendee.

### TICKET

**+ €225 / ticket**

*(subject to availability)*

You will be able to purchase event tickets for employees or clients with a 10% discount on the official price.

### VIP TICKET

**+ €500 / ticket**

*(subject to availability)*

If the VIP tickets included in your sponsorship package are not enough to cover all your commitments, you will be able to purchase additional VIP tickets.

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# A sponsorship designed to connect, not just to be seen



Would you like us to help you configure your sponsorship package so it fits your budget and your needs? We will be happy to talk, with no strings attached.

If you believe the success of a sponsorship should not be measured in page views, this is your event. **At TRG, relationships are started and strengthened** — not just visits to your website.

If you want your company to be part of it on 22, 23 and 24 October 2026, **LET'S TALK** :)

 [trg@bonillaware.com](mailto:trg@bonillaware.com)

# CHANGE LOG

v1.0 | MAY 25, 2026 – First public English version.

v1.1 | MAY 26, 2026 – Sync with Spanish version.

**TUDO ES POSIBLE**

*(Spanish for "Everything is possible")*

